

LEO BURNETT U.S.A.

AD #164D, 380 MM-30770 - Page 4/C 21A (8 1/4 x 11) "New Concord-First Menthol" Hat Off Page, 1985

New Concord. The first menthol with adjustable flavor.



"I control the flavor.
I like that."

For a light,
refreshing ultra low
tar menthol, turn to
thinnest bar.

CONCORD

For a cool, rich
tar taste, turn
thinnest arrow to
thickest bar.

Great taste
at every turn!

CONCORD

MENTHOL

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.



Not available in all areas. © Philip Morris Inc. 1995

Maximum: 15 mg "tar," 1.0 mg nicotine, minimum: 1 mg "tar,"
0.5 mg nicotine as per cigarettes by FTC method.

"tar" and nicotine vary depending upon position of arrow on filter.

